

Valley Forge Alumni Association 2010 Hall of Fame Inductee

Quovada S. Bass – Class of 1992

Inspired by Jim Hicks and his artistic career, my love for art began in his class. I was then fortunate enough to be a part of the Valley Forge Commercial Arts 2-year program under Marie McGroarty, where I received Commercial Art Student of the Year from the Parma Schools & Graphic Arts Council of Cleveland in 1992. I received scholarships to attend 3 different schools, the Cleveland Institute of Art, Savannah College of Art and Design and the eventual school of choice, Columbus College of Art and Design, where I majored in advertising design & illustration. In my freshman and sophomore years at CCAD, I received the Outstanding Academic Arts and Achievement Award, which was voted on by teachers and staff.

After CCAD I did a lot of learning about the advertising industry. In 1995, I toured the country's various commercial advertising firms and interviewed some of the more prominent artists, photographers, printers, and magazine contributors. That experience landed me various freelance jobs in Chicago, working for local real-estate and landscaping companies doing commission portraits and architectural drawings for about 2 years. Jobs in the restaurant industry, provided freelance work for me in menu and logo design.

From 2001 to 2003 I decided to extend my education by attending ITT, majoring in Multimedia. The traditional art world was making a shift to interactive graphic design and web and I felt I wanted to move with it. While attending school, I also worked in the food and beverage department of Holiday Inn Select Strongsville, working as cook, bartender and banquet setup installer.

Shortly after graduating ITT, I worked at Broadvox Communications from 2003 to 2005 in graphic and web design, where I learned that brands were merging with online customer experiences on the web. I set up and maintained websites for the 3 major divisions of the company and produced flash presentations and effective print campaigns.

From 2005 to 2007, I worked at Lifeclinic International expanding the web and brand presence in local grocery stores and trade shows. I was a part of a lead development team responsible for taking local health diagnostics from in-store to online by allowing people to track and manage basic wellness information like weight, pulse and glucose readings. It was there where I learned how medical technology was moving toward handheld devices and communication with several capture points at once, allowing people better access to health records and data for promoting preventive health programs.

Currently, I work as an Interactive Marketing Manager at Advanstar Communications, home to more than 50 publications that specialize in everything from specialty healthcare, veterinary medicine, automotive body repair, powersports, to pharmaceuticals and more. I work with a hi-tech marketing team that focuses on interactive promotion for overall brand presence for each of our publications. I also assist the sales team in advising existing and

potential advertisers about best practices for marketing in the magazines and websites we house.

The professional relationships that I have established over my design career have given me the ability to begin my own freelance company in 2008 called Baldfish Design Studios, which allows businesses, small and large, to establish a solid brand presence in their target market most of which reside in Northeast Ohio.

From what began as just a few art classes in school to where I am now, being able to use my creative talents in my career and beyond, I am very pleased to be recognized as one of the Valley Forge Alumni. I had a lot of good mentors before my professional career began, and I can say that most of my artistic inspiration and experiences started in the art classes at VF.